

**\*\*Make a copy before using\*\***

### ***Turning a Topic into a Newsworthy, Visual Story***

A key skill for video journalists is to go beyond important topics that draw interest from the public and propose specific, compelling visual stories.

In groups of two or three, fill out the blank spaces in this chart. There are no right or wrong answers: the goal is to start thinking about the distinctions between topic, story and visuals, and to practice creating specific, compelling story ideas.

<b>Important Topic</b>	<b>Compelling story</b>	<b>Key visuals</b>
		Farm animals; scientists taking blood samples from livestock; interviews with doctors; footage of outbreaks/quarantines
	Students detained in North Korea may be released soon and returned to their hometown	
Terrorism		
Hunger and Poverty		Supplemental Nutrition Assistance Program/EBT cards; people getting assistance from a food bank interviewed on camera;

SAMPLE KEY BY ELI FOR EXERCISE

<b>Important Topic</b>	<b>Compelling story</b>	<b>Key visuals</b>

Infectious disease	A new program seeks to monitor livestock for viruses to prevent the spread of disease to people.	Farm animals; scientists taking blood samples from livestock; interviews with doctors; footage of outbreaks/quarantines
North Korea	Students detained in North Korea may be released soon and returned to their hometown	Map of region; photos of students; interview with parents, interview with experts on North Korea; footage of North Korean army, leaders
Terrorism	TSA is relaxing its rules on what items can be brought onto planes	Security officials at the airport; travelers; TSA checkpoints; body scan machines; people packing suitcases
Hunger and Poverty	New federal rules are tightening restrictions on who gets nutrition assistance, raising fears of increased hunger	Supplemental Nutrition Assistance Program/EBT cards; people getting assistance from a food bank interviewed on camera;
Police in schools	Student activists in Los Angeles got the school board to shift millions of dollars from school police to spending it on student services	Students chanting at rallies, police officers walking through hallways, school board meetings
Climate change	Philadelphia is building more "green infrastructure" like green roofs on buildings and rain gardens to handle excess rainfall from climate change.	Green roofs, people digging and building rain gardens on areas that used to be cement sidewalks, shots of the city skyline

COVID-19 pandemic	A school in St. Louis is hosting a vaccine clinic to encourage students, staff and community members to get vaccinated.	People getting vaccines, students walking down halls wearing masks, school desks in a classroom pushed far apart
Voting	A student-led group in Oakland is working to get young people registered for the 2022 election.	Students passing out registration forms, talking with other young people, shots of people voting.